

women in television

How has the role of women in television changed over time?

The role of women on television has changed greatly over history, reflecting the continual changes in society.

Television is perhaps our most immediate mass medium, entering our homes 24 hours a day, and the image of women on television has a particular power. Media

portrayals of women have been criticized for some time, and television in particular is seen as distorting the

roles of women for commercial interests. Though things have changed, in the past mass culture, and advertising in magazines and newspapers presented a distorted view of women in particular, using them as sex objects to sell products.

However by the 1970s, women's roles were changing, placing emphasis on self-empowerment and personal freedom, though not to the degree

that we have seen since that time. This change could be seen in movies and sitcoms at the time.

The beginning of this change in television news came in 1976 when Barbara Walters became the first female news anchor for the American ABC evening news. She was to co-anchor the evening news and to anchor four specials per year. She became, through this job, the first woman to co-anchor an evening news program.

From here on women have increasingly become an important part of news presenting on TV.

Within the last 20 years they have become recognized to share equal talents to men in gathering and presenting the news worldwide.

Some of the more prestigious female names that dominate the Australian news include;

- Jennifer Keyte - appointed as weekday news presenter in 1990, becoming Australia's first solo female primetime commercial news presenter.



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